

## ABSTRACT

A method and apparatus for establishing a voice call by way of an electronic mail (email) message is provided. According to one embodiment of the invention, a first party (i.e. offeror), generates or causes to be generated, an electronic token representing an offer to participate in a voice which is transmitted to an offeree party in association with an email message. Upon receiving the electronic token, the offeree has the option of accepting the offer by activating the electronic token. When the offeree activates the electronic token, a first voice call is established with the offeree and a second voice call is established with a destination party identified by the offeror. Once the two calls have been established, they are bridged together to place the offeree in voice communication with the destination party. In one embodiment, the destination party is the offeror.